

## Chapter 12 Outline

The Importance of Strategic Alliances  
Stakeholders  
Potential Alliance Partners  
    Government Stakeholders  
    Park Districts  
    School Districts  
    Colleges and Universities  
    Business Alliances and Service  
    Organizations  
    Community Members and Local  
    Citizens  
    Corporate Community  
    Hospitality Industry Associations  
    CVB Associations  
Making Alliances and Partnerships Work

## Competencies

1. Explain why alliances and partnerships can be beneficial to CVBs. (pp. 219–220)
2. Explain the importance of stakeholder relationships to CVBs. (pp. 220–221)
3. List the alliance partners for CVBs and describe programs they might put into place. (pp. 221–226)
4. Describe an example of a CVB and a corporation forming a mutually beneficial relationship. (pp. 224–225)
5. Explain the importance of industry associations to CVBs. (pp. 225–226)